We Claim:

1. A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable

5   of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, a Member, or a Member Plus, wherein a Client is not eligible to earn

10   compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO

15   price and is eligible to earn compensation;

providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing access to a plurality of marketing system products and services to the registered Client, Member, Member Plus, or IBO via at least one of the plurality of web

20   files.

2. A method according to claim 1, wherein at least one of the plurality of web files is a shopping page web file.

3. A method according to claim 2, further comprising:

allowing a registered Client, Member, Member Plus, and IBO to purchase

marketing system products and services via the shopping page web file directly from a

5   marketing company associated with the marketing system.

4. A method according to claim 3, wherein the allowing step further comprises:

accumulating a list of the marketing system products and services selected for

purchase by the Client, Member, Member Plus, and IBO via the shopping page web file,

10   wherein the list is maintained at the server computer.

5. A method according to claim 4, wherein the accumulating step further

comprises:

receiving at the server computer at least one of the marketing system products and

15   services selected for purchase from the shopping page web file; and

at the server computer, adding to the list each marketing system product and

service received by said receiving step, wherein said adding step accumulates an updated

list of the marketing products and services selected for purchase by a registered Client,

Member, Member Plus, and IBO.

20

6. A method according to claim 5, further comprising:

establishing a session when each of the registered Client, Member, Member Plus,

and IBO accesses the web site associated with the marketing system;

terminating the session when each of the registered Client, Member, Member Plus and IBO terminates access with the web site; and

at the server computer, maintaining the list of marketing system products and services selected for purchase via the shopping page web file for a holding period that

5   begins when the registered Client, Member, Member Plus, and IBO terminates the session with the web site.

7. A method according to claim 6, wherein the holding period is at least 30 days.

10   8. A method according to claim 6, further comprising:

tracking a dormant period that begins when the registered Client, Member, Member Plus, and IBO terminates the session; and

if no marketing system products and services are added to the updated list during the dormant period, then sending an electronic notification to the registered Client,

15   Member, Member Plus at the expiration of the dormant period.

9. A method according to claim 8, further comprising:

resetting the dormant period if the registered Client, Member, Member Plus, and IBO adds a marketing system products or service to the updated list during the dormant

20   period.

10. A method according to claim 8, further comprising:

canceling the dormant period if a purchase is made by the registered Client, Member, Member Plus, and IBO.

11. A method according to claim 8, wherein the sending step comprises:

notifying the registered Client, Member, Member Plus, and IBO that the marketing system products and services in the updated list will be deleted following a deletion period if no additional marketing system products and services are added to the updated list or a purchase is not made by the registered Client, Member, Member Plus, and IBO, wherein the deletion period begins at the expiration of the dormant period.

12. A method according to claim 11, further comprising:

resetting the dormant period and the deletion period if the registered Client, Member, Member Plus, and IBO adds a marketing system product or service to the update list during the deletion period.

13. A method according to claim 11, further comprising:

resetting the deletion period if the registered Client, Member, Member Plus, and IBO adds a marketing system product or service to the updated list during the deletion period.

14. A method according to claim 11, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Client, Member, Member Plus, and IBO.

5   15. A method according to claim 11, wherein the dormant period and the deletion period are at least 15 days.

16. A method according to claim 11, further comprising:

deleting each of the marketing system products and services from the updated list
10   subsequent to expiration of the deletion period.

17. A method according to claim 6, further comprising:

deleting each of the marketing system products and services from the updated list subsequent to expiration of the holding period.

15

18. A method according to claim 5, further comprising:

processing an order containing the updated list of marketing products and services selected for purchase, wherein the order is initiated via an on-line order form by the registered Client, Member, Member Plus, and IBO; and

20   sending an electronic notification to the registered Client, Member, Member Plus, and IBO subsequent to processing the order.

19. A method according to claim 18, wherein the electronic notification

comprises an order status, an order number, an identifier, wherein the identifier indicates

each of the marketing system products and services ordered, and a total sales price.

5   20. A method according to claim 1, wherein at least one of the plurality of web

files is a vendor partner page web file.

21. A method according to claim 20, further comprising:

allowing a registered Client, Member, Member Plus, and IBO to purchase

10   marketing system products and services via the vendor partner page web file from a

vendor partner associated with the marketing system.

22. A method according to claim 21, wherein the allowing step further comprises:

accumulating a list of the marketing system products and services selected for

15   purchase by the Client, Member, Member Plus, and IBO via the vendor partner page web

file, wherein the list is maintained at the server computer.

23. A method according to claim 22, wherein the accumulating step further

comprises:

20   receiving at the server computer at least one of the marketing system products and

services selected for purchase from the vendor partner page web file; and

at the server computer, adding to the list each marketing system product and

service received by said receiving step, wherein said adding step accumulates an updated

list of the marketing products and services selected for purchase by a registered Client, Member, Member Plus, and IBO.

24. A method according to claim 2, further comprising:

allowing a registered Client, Member, Member Plus, and IBO to purchase marketing system products and services via the shopping page web file directly from a marketing company and from a vendor partner, wherein the marketing company and the vendor partner are associated with the marketing system.

25. A method according to claim 24, wherein the allowing step further comprises:

accumulating a list of the marketing system products and services selected for purchase by the Client, Member, Member Plus, and IBO via the shopping page web file, wherein the list is maintained at the server computer.
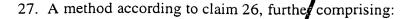
26. A method according to claim 25, wherein the accumulating step further comprises:

receiving at the server computer at least one of the marketing system products and services selected for purchase from the shopping page web file; and

at the server computer, adding to the list each marketing system product and service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products and services selected for purchase by a registered Client, Member, Member Plus, and IBO.

27. A method according to claim 26, further comprising:

establishing a session when each of the registered Client, Member, Member Plus, and IBO accesses the web site associated with the marketing system;

5 terminating the session when each of the registered Client, Member, Member Plus and IBO terminates access with the web site; and

at the server computer, maintaining the list of marketing system products and services selected for purchase via the shopping page web file for a holding period that begins when the registered Client, Member, Member Plus, and IBO terminates the

10 session with the web site.

28. A method according to claim 27, wherein the holding period is at least 30 days.

15 29. A method according to claim 27, further comprising:

tracking a dormant period that begins when the registered Client, Member, Member Plus, and IBO terminates the session; and

if no marketing system products and services are added to the updated list during the dormant period, then sending an electronic notification to the registered Client,

20 Member, Member Plus at the expiration of the dormant period.

30. A method according to claim 29, further comprising:

resetting the dormant period if the registered Client, Member, Member Plus, and IBO adds a marketing system products or service to the updated list during the dormant period.

5

31. A method according to claim 29, further comprising:

canceling the dormant period if a purchase is made by the registered Client, Member, Member Plus, and IBO.

10   32. A method according to claim 29, wherein the sending step comprises:

notifying the registered Client, Member, Member Plus, and IBO that the marketing system products and services in the updated list will be deleted following a deletion period if no additional marketing system products and services are added to the updated list or a purchase is not made by the registered Client, Member, Member Plus,

15   and IBO, wherein the deletion period begins at the expiration of the dormant period.

33. A method according to claim 32, further comprising:

resetting the dormant period and the deletion period if the registered Client, Member, Member Plus, and IBO adds a marketing system product or service to the

20   update list during the deletion period.

34. A method according to claim 32, further comprising:

resetting the deletion period if the registered Client, Member, Member Plus, and

IBO adds a marketing system product or service to the updated list during the deletion

period.

5

35. A method according to claim 32, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the

registered Client, Member, Member Plus, and IBO.

10   36. A method according to claim 32, wherein the dormant period and the deletion

period are at least 15 days.

37. A method according to claim 32, further comprising:

deleting each of the marketing system products and services from the updated list

15   subsequent to expiration of the deletion period.

38. A method according to claim 27, further comprising:

deleting each of the marketing system products and services from the updated list

subsequent to expiration of the holding period.

20

39. A method according to claim 26, further comprising:

processing an order containing the updated list of marketing products and services

selected for purchase, wherein the order is initiated via an on-line order form by the

registered Client, Member, Member Plus, and IBO; and

5   sending an electronic notification to the registered Client, Member, Member Plus,

and IBO subsequent to processing the order.

· 40. A method according to claim 39, wherein the electronic notification

comprises an order status, an order number, an identifier, wherein the identifier indicates

10 each of the marketing system products and services ordered, and a total sales price.

41. A method according to claim 1, further comprising:

providing on-line access to the plurality of marketing system products and

services to a registered Member via an on-line redemption form associated with one of

15 the plurality of web files; and

allowing the registered Member to submit a rewards exchange request for

marketing system products and services via the on-line redemption form.

42. A method according to claim 41, wherein the allowing step further comprises:

20   accumulating a list of the marketing system products and services selected for

redemption by the Member via the on-line redemption form, wherein the list is

maintained at the server computer.

43. A method according to claim 42, wherein the accumulating step further comprises:

receiving at the server computer at least one of the marketing system products and services selected for redemption from the on-line redemption form; and

5   at the server computer, adding to the list each marketing system product and service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products and services selected for redemption by a registered Member.

10   44. A method according to claim 43, further comprising:

establishing a session when the registered Member accesses the web site associated with the marketing system;

terminating the session when the registered Member terminates access with the web site; and

15   at the server computer, maintaining the list of marketing system products and services selected for redemption via the on-line redemption form for a holding period that begins when the registered Member terminates the session with the web site.

45. A method according to claim 44, wherein the holding period is at least 30

20   days.

46. A method according to claim 44, further comprising:

tracking a dormant period that begins when the registered Member terminates the session; and

if no marketing system products and services are added to the updated list during

5   the dormant period, then sending an electronic notification to the registered Member at

the expiration of the dormant period.

47. A method according to claim 46, further comprising:

resetting the dormant period if the registered Member adds a marketing system

10   products or service to the updated list during the dormant period.

48. A method according to claim 46, further comprising:

canceling the dormant period if a purchase is made by the registered Member.

15   49. A method according to claim 46, wherein the sending step comprises:

notifying the registered Member that the marketing system products and services

in the updated list will be deleted following a deletion period if no additional marketing

system products and services are added to the updated list or a purchase is not made by

the registered Member, wherein the deletion period begins at the expiration of the

20   dormant period.

50. A method according to claim 49, further comprising:

resetting the dormant period and the deletion period if the registered Member adds a marketing system product or service to the update list during the deletion period.

51. A method according to claim 49, further comprising:

resetting the deletion period if the registered Member adds a marketing system product or service to the updated list during the deletion period.

52. A method according to claim 49, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Member.

53. A method according to claim 49, wherein the dormant period and the deletion period are at least 15 days.

54. A method according to claim 49, further comprising:

deleting each of the marketing system products and services from the updated list subsequent to expiration of the deletion period.

55. A method according to claim 44, further comprising:

deleting each of the marketing system products and services from the updated list subsequent to expiration of the holding period.

56. A method according to claim 43, further comprising:

processing an order containing the updated list of marketing products and services selected for redemption, wherein the order is initiated via an on-line redemption form by the registered Member; and

5   sending an electronic notification to the registered Member subsequent to processing the order.

57. A method according to claim 56, wherein the electronic notification comprises a redemption order status, a redemption order number, an identifier, wherein

10   the identifier indicates each of the marketing system products and services selected for redemption, and a total redemption points total.

58. A method according to claim 1, wherein at least one of the plurality of web files is an office page web file, wherein the office page web file is accessible only by each

15   IBO.

59. A method according to claim 1, wherein at least one of the plurality of web files is an office page web file, wherein the office page web file is accessible only by each Member Plus and IBO.

20

60. A method according to claim 58, further comprising:

establishing a personal group associated with a first IBO, wherein the personal group comprises at least one individual selected from the group consisting of a registered Client, Member, Member Plus, and a second IBO.

5

61. A method according to claim 60, further comprising:

creating an identifier associating the at least one individual with the first IBO; and storing the identifier at the server computer.

10

62. A method according to claim 60, further comprising:

providing to the first IBO information relating to sales of marketing system products and services to the personal group and sales of marketing system products and services by the personal group.

15

63. A method according to claim 60, further comprising:

providing to the first IBO information relating to sales of marketing system products and services to the first IBO and sales of marketing system products and services by the first IBO.

20

64. A method according to claim 60, further comprising:

establishing a line of sponsorship, wherein the line of sponsorship comprises at least the first IBO, the second IBO, and a third IBO.

65. A method according to claim 64, further comprising:

providing to the first IBO market system and personal information relating to each of the second and third IBO.

5   66. A method according to claim 60, further comprising:

totaling a plurality of individual point values assigned to the marketing system products and services sold to the at least one individual of the personal group and by the at least one individual of the personal group to achieve a total individual point value;

totaling a plurality of individual business volumes assigned to the marketing

10   system products and services sold to the at least one individual of the personal group and by the at least one individual of the personal group to achieve a total individual business volume; and

allowing the first IBO to view the total individual point value and the total individual business volume via the office page web file.

15

67. A method according to claim 66, further comprising:

adding a plurality of individual point values assigned to the marketing system products and services sold to the first IBO and by the first IBO to achieve a total first IBO point value;

20   adding a plurality of individual business volumes assigned to the marketing system products and services sold to the first IBO and by the first IBO to achieve a total first IBO business volume;

allowing the first IBO to view the total first IBO point value and the total first

IBO business volume via the office page web file.

68. A method according to claim 60, further comprising:

5   totaling a plurality of individual point values assigned to the marketing system

products and services sold to the personal group and by the personal group to achieve a

total group point value;

totaling a plurality of individual business volumes assigned to the marketing

system products and services sold to the personal group and by the personal group to

10   achieve a total group business volume; and

allowing the first IBO to view the total group point value and the total group

business volume via the office page web file.

69. A method according to claim 68, further comprising:

15   adding a plurality of individual point values assigned to the marketing system

products and services sold to the first IBO and by the first IBO to achieve a total first IBO

point value;

adding the total first IBO point value to the total group point value;

adding a plurality of individual business volumes assigned to the marketing

20   system products and services sold to the first IBO and by the first IBO to achieve a total

first IBO business volume;

adding the total first IBO business volume to the total group business volume; and

allowing the first IBO to view the total group point value and the total group business volume via the office page web file.

70. A method according to claim 60, further comprising:

5   establishing a plurality of escalating levels, wherein the escalating levels are a function of sales of marketing system products and services; and

providing an interactive calculation method via the office page web file, wherein the interactive calculation method allows the first IBO to determine a quantity of sales of marketing system products and services needed to reach one of the plurality of escalating

10   levels.

71. A method according to claim 70, further comprising:

providing an interactive calculation method via the office page web file, wherein the interactive calculation method allows the first IBO to determine a quantity of sales of

15   marketing system products and services needed by one of the at least one individual of the personal group to reach one of the plurality of escalating levels.

72. A method according to claim 1, wherein at least one of the plurality of web files is a income options page web file, wherein the income options page web file

20   comprises an interactive presentation of information relating to the marketing system.

73. A method according to claim 72, wherein the interactive presentation comprises a multimedia presentation of information.

74. A method according to claim 72, wherein only a registered Client, Member, Member Plus, and IBO may view the interactive presentation via the income options page web file.

5

75. A method according to claim 72, further comprising:

providing an interactive calculation method via the income options page web file, wherein the interactive calculation method allows an individual to determine an income based on a quantity of sales of marketing system products and services sold through the

10   marketing system.

76. A method according to claim 75, further comprising:

establishing a plurality of escalating levels. wherein the escalating levels are a function of sales of marketing system products and services; and

15   providing an interactive calculation method via the income options page web file, wherein the interactive calculation method allows the individual to determine a quantity of sales of marketing system products and services needed to reach one of the plurality of escalating levels and to determine an income associated with the quantity of sales.

20   77. A method according to claim 72, further comprising:

allowing a visitor to the web site access to the interactive presentation;

presenting a series of dialog boxes to the visitor;

receiving from the visitor an income submitted via one of the dialog boxes;

receiving from the visitor a number of customers submitted via one of the dialog boxes;

receiving from the visitor a sales figure submitted via one of the dialog boxes, wherein the sales figure represents a dollar volume of sales to customers; and

5   receiving from the visitor a sponsor group number submitted via one of the dialog boxes, wherein the sponsor group number represents a number of individuals to be sponsored by the visitor.

78. A method according to claim 77, further comprising:

10   multiplying the number of customers by the sales figure to obtain a total sales figure;

multiplying the number of customers by a retail price to obtain a total retail price;

subtracting the total retail price from the total sales figure to obtain a total discount sales income;

15   calculating a total point value based on the total sales figure;

calculating a total business volume value based on the total sales figure;

calculating a performance bonus income based on a combination of the total point value and the total business volume;

adding the performance bonus income and the total discount sales income to

20   obtain a total income; and

presenting the total income to the visitor via the income options page web file.

79. A method according to claim 78, further comprising:

calculating a total sponsor group point value based on sales of products by the sponsor group;

calculating a total sponsor group business volume based on sales of products by

5   the sponsor group;

calculating a total sponsor group bonus income based on a combination of the total sponsor group point value and the total sponsor group business volume;

adding the total sponsor group bonus income and the total discount sales income to obtain a total sponsor group income; and

10   and presenting the total sponsor group income to the visitor via the income options web page file.

80. A method according to claim 79, further comprising:

obtaining a revised sponsor group number from the visitor;

15   recalculating the total sponsor group point value and the total sponsor group business volume using the revised sponsor group number to obtain a revised total sponsor group bonus income;

adding the revised total sponsor group bonus income and the total discount sales income to obtain a revised total sponsor group income; and

20   presenting the revised total sponsor group income to the visitor via the income options web page file.

81. A method according to claim 1, wherein at least one of the plurality of web files is a member services page web file.

82. A method according to claim 81, further comprising:

5   supplying an on-line form associated with the member services page web file to a registered Client, Member, Member Plus, and IBO;

allowing the registered Client, Member, Member Plus, and IBO to enter personal information onto the on-line form;

storing the personal information on the server computer; and

10   customizing a layout of the plurality of web files based on the personal information.

83. A method according to claim 82, further comprising:

establishing a plurality of marketing system products and services based on the

15   personal information supplied by the registered Client, Member, Member Plus, and IBO; and

presenting the plurality of marketing system products and services to the registered Client, Member, Member Plus, and IBO.

20   84. A method according to claim 1, further comprising:

establishing a customer service page web file, wherein the customer service page web file is accessible to the registered Client, Member, Member Plus, and IBO and to non-registered visitors to the web site.

85. A method according to claim 1, wherein the allowing step is carried out so that one of the registered Client, Member, or Member Plus does not have access to all marketing system products and services.

5

86. A method according to claim 1, wherein the allowing step is carried out so that only a registered IBO has access to all marketing system products and services.

87. A method according to claim 1, wherein the allowing step is carried out so

10   that a different group of marketing system products and services is presented to each of the registered Client, Member, Member Plus, and IBO.

88. A method according to claim 1, wherein the allowing step is carried out so that a registered Client, Member, Member Plus, or IBO may purchase any marketing

15   system product and service if an identification number associated with the product or service is known.

89. A method according to claim 1, further comprising:

assigning the Client, Member, or Member Plus to an IBO.

20

90. A method according to claim 89, wherein the Client, Member, or Member Plus is assigned to an IBO based on a geographic proximity of the IBO to the Client, Member, or Member Plus.

91. A method according to claim 3, further comprising:

providing an on-line order status request form, wherein the order status request

form allows the registered Client, Member, Member Plus, and IBO to check on a status of

5   purchases of marketing system products and services.

92. A method according to claim 21, further comprising:

providing an on-line order status request form, wherein the order status request

form allows the registered Client, Member, Member Plus, and IBO to check on a status of

10   purchases of marketing system products and services.

93. A method according to claim 24, further comprising:

providing an on-line order status request form, wherein the order status request

form allows the registered Client, Member, Member Plus, and IBO to check on a status of

15   purchases of marketing system products and services.

94. A method according to claim 1, further comprising:

checking a user's identifier when a user attempts to access one of the plurality of

web files, wherein the identifier describes a participation level associated with the user,

20   and wherein the participation level is selected from the group consisting of Client,

Member, Member Plus, IBO, and Anonymous User;

redirecting the user to a marketing page web file if the user does not have an

identifier;

redirecting the user to the marketing page web file if the participation level is an

Anonymous User; and

redirecting a registered Client, Member, Member Plus, and IBO to an information

page, wherein the information page explains that the participation level of the registered

5   Client, Member, Member Plus, and IBO does not allow access to the one of the plurality

of web files.

95. A method according to claim 94, wherein the information page comprises

marketing information to encourage the registered Client, Member, Member Plus, and

10   IBO to upgrade the participation level.

96. A method according to claim 3, further comprising:

providing an on-line form to the registered Client, Member, Member Plus, and

IBO, wherein the on-line form allows the registered Client, Member, Member Plus, and

15   IBO to return or exchange products and services purchased through the marketing

system;

allowing the registered Client, Member, Member Plus, and IBO to enter a

plurality of information relating to the products and services on the on-line form;

providing a preformatted form containing the information relating to the products

20   and services, wherein the form can be printed and returned by the registered Client,

Member, Member Plus, and IBO with the products and services; and

providing an on-line prepaid postage label, wherein the postage label can be

printed and used to return the products and services.

97. A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

5   establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, a Member, or a Member Plus, wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and

10   wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

maintaining a catalog comprising marketing system products and services on the

15   server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Client, Member, Member Plus, and IBO;

assigning a rewards value to the marketing system products and services and storing the rewards value in the catalog;

20   assigning a redemption value to the marketing system products and services and storing the redemption value in the catalog;

providing on-line access to the catalog to a registered Client, Member, Member Plus, and IBO via an on-line order form;

allowing the registered Client, Member, Member Plus, and IBO to submit an

order for marketing system products and services via the on-line order form;

providing on-line access to the catalog to a registered Client, Member, Member

Plus, and IBO via an on-line redemption form;

5   allowing the registered Client, Member, Member Plus, and IBO to submit a

rewards exchange request for marketing system products and services via the on-line

redemption form; and

subtracting from the rewards database a redemption value corresponding to the

marketing system products and services chosen by the registered Client, Member,

10   Member Plus, and IBO.

98. A method according to claim 97, wherein the catalog comprises:

a marketing products and services index;

an accrual record; and

15   a redemption record.

99. A method according to claim 98, wherein the accrual record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the

20   Client, Member, Member Plus, and IBO; and

an accrual value for the product number.

100. A method according to claim 99, wherein the type identifier is a string selected from the group consisting of Client, Member, Member Plus, and IBO.

101. A method according to claim 100, wherein the accrual record comprises an

5   accrual value for each type identifier.

102. A method according to claim 98, wherein the redemption record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the

10   Client, Member, Member Plus, and IBO; and

a redemption value for the product number.

103. A method according to claim 102, wherein the type identifier is a string

selected from the group consisting of Client, Member, Member Plus, and IBO.

15

104. A method according to claim 103, wherein the accrual record comprises an

accrual value for each type identifier.

105. A method according to claim 98, wherein the index comprises a product

20   identifier for each of the marketing system products and services.

106. A system for facilitating an on-line shopping and rewards program, including a computer system accessible for on-line interactive communication, said computer system comprising:

a memory device having embodied therein information relating to a plurality of
5   marketing system products and services; and

a processor in communication with said memory device, said processor configured for

establishing an interactive online registration process so that an individual may register with the marketing system as a Client, a Member, or a Member Plus,
10   wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO
15   is eligible to buy products at an IBO price and is eligible to earn compensation,

maintaining a catalog comprising marketing system products and services,

maintaining a rewards database for storing reward points corresponding to a registered Client, Member, Member Plus, and IBO,

assigning a rewards value to the marketing system products and services
20   and storing the rewards value in the catalog,

assigning a redemption value to the marketing system products and services and storing the redemption value in the catalog,

providing on-line access to the catalog to a registered Client, Member, Member Plus, and IBO via an on-line order form,

allowing the registered Client, Member, Member Plus, and IBO to submit an order for marketing system products and services via the on-line order form,

5   providing on-line access to the catalog to a registered Client, Member, Member Plus, and IBO via an on-line redemption form,

allowing the registered Client, Member, Member Plus, and IBO to submit a rewards exchange request for marketing system products and services via the on-line redemption form, and

10   subtracting from the rewards database a redemption value corresponding to the marketing system products and services chosen by the registered Client, Member, Member Plus, and IBO.

107. A computer program product comprising a computer useable medium

15 having computer program logic recorded thereon for enabling a processor in a computer system to facilitate an on-line shopping and rewards program, said computer program comprising:

establishing means for enabling the processor to establish an interactive online registration process so that an individual may register with the marketing system as a

20 Client, a Member, or a Member Plus, wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a

Member Plus qualifies to earn compensation by satisfying a sales qualification level and

thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO

price and is eligible to earn compensation;

catalog maintaining means for enabling the processor to maintain a catalog

5   comprising marketing system products and services;

rewards database maintaining means for enabling the processor to maintain a

rewards database for storing reward points corresponding to a registered Client, Member,

Member Plus, and IBO;

rewards value assigning means for enabling the processor to assign a rewards

10   value to the marketing system products and services and storing the rewards value in the

catalog;

redemption value assigning means for enabling the processor to assign a

redemption value to the marketing system products and services and storing the

redemption value in the catalog;

15   first providing means for enabling the processor to provide on-line access to the

catalog to a registered Client, Member, Member Plus, and IBO via an on-line order form;

first allowing means for enabling the processor to allow the registered Client,

Member, Member Plus, and IBO to submit an order for marketing system products and

services via the on-line order form;

20   second providing means for enabling the processor to provide on-line access to

the catalog to a registered Client, Member, Member Plus, and IBO via an on-line

redemption form;

second allowing means for enabling the processor to allow the registered Client, Member, Member Plus, and IBO to submit a rewards exchange request for marketing system products and services via the on-line redemption form; and

subtracting means for enabling the processor to subtract from the rewards database a redemption value corresponding to the marketing system products and services chosen by the registered Client, Member, Member Plus, and IBO.

108. A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

providing a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client, a Member, or a Member Plus, wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

providing a plurality of shopping web page files for buying products and services from a marketing company associated with the marketing system; and

providing at least one vendor partner web page file for buying products and

services from a vendor partner associated with the marketing system.

109. A method according to claim 108, further comprising:

5   providing an office page web file for providing a plurality of information relating

to the marketing system, wherein the office page web file is accessible only by each IBO.

110. A method according to claim 108, further comprising:

providing an office page web file for providing a plurality of information relating

10   to the marketing system, wherein the office page web file is accessible only by each IBO

and Member Plus.

111. A method according to claim 108, further comprising:

providing a income options page web file, wherein the income options page web

15   file comprises a multimedia presentation and information relating to the marketing

system.

112. A method according to claim 111, wherein only a registered Client,

Member, Member Plus, and IBO may view the multimedia presentation via the income

20   options page web file.

113. A method according to claim 108, further comprising:

supplying an on-line form associated with a member services page web file to a

registered Client, Member, Member Plus, and IBO;

allowing the registered Client, Member, Member Plus, and IBO to enter personal

5   information onto the on-line form;

storing the personal information on the server computer; and

customizing a layout for the plurality of product web page files based on the

personal information.

10   114. A system for facilitating electronic commerce transactions in a marketing

system comprising:

a memory device having embodied therein information relating to a plurality of

marketing system products and services; and

a processor in communication with said memory device, said processor

15   configured for

providing a user with on-line access to a home page file for electronic

commerce transactions, wherein the user may register with the marketing system as a

Client, a Member, or a Member Plus, wherein a Client is not eligible to earn

compensation and is eligible to buy products at a Client price, wherein a Member is

20   eligible to buy products at a Member price and is not eligible to earn compensation, and

wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a

Member Plus qualifies to earn compensation by satisfying a sales qualification level and

thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO

price and is eligible to earn compensation,

     providing a plurality of shopping web page files for buying products and

services from a marketing company associated with the marketing system, and

5   providing at least one vendor partner web page file for buying products

and services from a vendor partner associated with the marketing system.

     115. A system according to claim 114, wherein said processor is further

configured for

10   providing an office page web file for providing a plurality of information

relating to the marketing system, wherein the office page web file is accessible only by

each IBO.

     116. A system according to claim 114, wherein said processor is further

15   configured for

     providing an office page web file for providing a plurality of information

relating to the marketing system, wherein the office page web file is accessible only by

each IBO and Member Plus.

20   117. A system according to claim 114, wherein said processor is further

~~configured for~~

providing a income options page web file, wherein the income options

page web file comprises a multimedia presentation and information relating to the

marketing system.

5   118. A system according to claim 117, further comprising:

wherein only a registered Client, Member, Member Plus, and IBO may view the

multimedia presentation via the income options page web file.

119. A system according to claim 114, wherein said processor is further

10   configured for

supplying an on-line form associated with a member services page web

file to a registered Client, Member, Member Plus, and IBO,

allowing the registered Client, Member, Member Plus, and IBO to enter

personal information onto the on-line form,

15   storing the personal information on the server computer, and

customizing a layout for the plurality of product web page files based on

the personal information.

120. A computer program product comprising a computer useable medium

20   having computer program logic recorded thereon for enabling a processor in a computer

system to facilitate electronic commerce transactions in a marketing system, said

computer program logic comprising:

providing means for enabling the processor to provide a user with on-line access

to a home page file for electronic commerce transactions, wherein the user may register

with the marketing system as a Client, a Member, or a Member Plus, wherein a Client is

not eligible to earn compensation and is eligible to buy products at a Client price, wherein

5   a Member is eligible to buy products at a Member price and is not eligible to earn

compensation, and wherein a Member Plus is eligible to buy products at Member Plus

price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales

qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy

products at an IBO price and is eligible to earn compensation,

10   providing means for enabling the processor to provide a plurality of shopping web

page files for buying products and services from a marketing company associated with

the marketing system, and

providing means for enabling the processor to provide at least one vendor partner

web page file for buying products and services from a vendor partner associated with the

15   marketing system.

121. A system for facilitating electronic commerce transactions in a marketing

system comprising:

a memory device having embodied therein information relating to a plurality of

20   marketing system products; and

a processor in communication with said memory device, said processor

configured for

establishing an interactive online registration process so that an individual

may register with the marketing system as a Client, a Member, or a Member Plus,

wherein a Client is not eligible to earn compensation and is eligible to buy products at a

Client price, wherein a Member is eligible to buy products at a Member price and is not

5   eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a

Member Plus price, and wherein a Member Plus qualifies to earn compensation by

satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO

is eligible to buy products at an IBO price and is eligible to earn compensation,

        providing a plurality of web files operatively coupled to a web site

10   associated with the marketing system, and

        allowing access to a plurality of marketing system products and services to

the registered Client, Member, Member Plus, or IBO via at least one of the plurality of

web files.

15   122.   A computer program product comprising a computer useable medium

having computer program logic recorded thereon for enabling a processor in a computer

system to facilitate electronic commerce transactions in a marketing system, said

computer program logic comprising:

        establishing means for enabling the processor to establish an interactive online

20   registration process so that an individual may register with the marketing system as a

Client, a Member, or a Member Plus, wherein a Client is not eligible to earn

compensation and is eligible to buy products at a Client price, wherein a Member is

eligible to buy products at a Member price and is not eligible to earn compensation, and

wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a

Member Plus qualifies to earn compensation by satisfying a sales qualification level and

thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO

price and is eligible to earn compensation;

5   providing means for enabling the processor to provide a plurality of web files

operatively coupled to a web site associated with the marketing system; and

allowing means for enabling the processor to allow access to a plurality of

marketing system products and services to the registered Client, Member, Member Plus,

or IBO via at least one of the plurality of web files.

10

123. A method for facilitating electronic commerce transactions in a marketing

system through a network, the network comprising at least one server computer capable

of communicating with a browser system located at a remote client computer, the method

comprising:

15   establishing an interactive online registration process between the client browser

system and the server computer so that an individual may register with the marketing

system as a Client, a Member, or a Member Plus, wherein a Client is not eligible to earn

compensation and is eligible to buy products at a Client price, wherein a Member is

eligible to buy products at a Member price and is not eligible to earn compensation, and

20 wherein each IBO is eligible to buy products at an IBO price and is eligible to earn

compensation;

providing a plurality of web files operatively coupled to a web site associated with

the marketing system; and

allowing access to a plurality of marketing system products and services to the

registered Client, Member, or IBO via at least one of the plurality of web files.

124. A method according to claim 123, further comprising:

5   providing on-line access to the plurality of marketing system products and

services to a registered Client, Member, Member Plus, and IBO via an on-line redemption

form associated with one of the plurality of web files; and

allowing the registered Client, Member, Member Plus, and IBO to submit a

rewards exchange request for marketing system products and services via the on-line

10   redemption form.

125. A method according to claim 124, wherein the step of allowing the

registered Client, Member, Member Plus, and IBO to submit a rewards exchange request

further comprises:

15   accumulating a list of the marketing system products and services selected for

redemption by the registered Client, Member, Member Plus, and IBO via the on-line

redemption form, wherein the list is maintained at the server computer.

126. A method according to claim 125, wherein the accumulating step further

20   comprises:

receiving at the server computer at least one of the marketing system products and

services selected for redemption from the on-line redemption form; and

at the server computer, adding to the list each marketing system product and service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products and services selected for redemption by a registered Client, Member, Member Plus, and IBO.

5

127. A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

10   establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, a Member, or a Member Plus, wherein a Client is not eligible to earn compensation and is eligible to buy products at Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein

15   a Member Plus is eligible to buy products at a Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

maintaining a catalog comprising marketing system products and services on the

20   server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Member;

assigning a rewards value to the marketing system products and services and

storing the rewards value in the catalog;

assigning a redemption value to the marketing system products and services and

storing the redemption value in the catalog;

5   providing on-line access to the catalog to a registered Member via an on-line

order form;

allowing the registered Member to submit an order for marketing system products

and services via the on-line order form;

providing on-line access to the catalog to a registered Member via an on-line

10   redemption form;

allowing the registered Member to submit a rewards exchange request for

marketing system products and services via the on-line redemption form; and

subtracting from the rewards database a redemption value corresponding to the

marketing system products and services chosen by the registered Member.

15

128. A method according to claim 127, wherein the catalog comprises:

a marketing products and services index;

an accrual record; and

a redemption record.

20

129. A method according to claim 128, wherein the accrual record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with the registered Member; and

an accrual value for the product number.

5   130. A method according to claim 129, wherein the type identifier is a string comprising the registered Member.

131. A method according to claim 130, wherein the accrual record comprises an accrual value for each type identifier.

10

132. A method according to claim 128, wherein the redemption record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with the Member; and

15   a redemption value for the product number.

133. A method according to claim 132, wherein the type identifier is a string comprising the Member.

20   134. A method according to claim 133, wherein the accrual record comprises an accrual value for each type identifier.

135. A method according to claim 128, wherein the index comprises a product identifier for each of the marketing system products and services.

136. A method for accumulating a list of products and services selected for

5   purchase from a shopping page web file and a merchant partner page web file, the method comprising:

accumulating a list of product and service identifiers selected for purchase at a server computer;

receiving at the server computer at least one of the product and service identifiers

10   selected for purchase from at least one web file selected from the group consisting of the shopping page web file and the merchant partner page web file;

at the server computer adding to the list each product and service received by said receiving step, wherein said adding step accumulates an updated list of the products and services selected for purchase.

15

137. A method according to claim 136, further comprising:

establishing a session when a user accesses one of the shopping page web file and the merchant partner page web file;

terminating the session when the user terminates access with one of the shopping

20   page web file and the merchant partner page web file; and

at the server computer, maintaining the list of products and services selected for purchase for a holding period that begins when the user terminates the session.

138.   A method according to claim 137, further comprising:

tracking a dormant period that begins when the user terminates the session; and

if no products or services are added to the updated list during the dormant period,

then sending an electronic notification to the user at the expiration of the dormant period.

5

139.   A method according to claim 138, further comprising:

resetting the dormant period if the a product or service is added to the updated list

during the dormant period.

10   140.   A method according to claim 138, further comprising:

canceling the dormant period if a purchase is made.

141.   A method according to claim 138, wherein the sending step comprises:

forward a notification that the marketing system products and services in the

15   updated list will be deleted following a deletion period if no additional marketing system

products and services are added to the updated list or a purchase is not made, wherein the

deletion period begins at the expiration of the dormant period.

142.   A method according to claim 141, further comprising:

20   resetting the dormant period and the deletion period if a product or service is

added to the update list during the deletion period.

143. A method according to claim 141, further comprising:

resetting the deletion period if a product or service is added to the updated list during the deletion period.

5

144. A method according to claim 141, further comprising:

canceling the deletion period and the dormant period if a purchase is made.

145. A method according to claim 141, wherein the dormant period and the

10   deletion period are at least 15 days.

146. A method according to claim 141, further comprising:

deleting each of the products and services from the updated list subsequent to expiration of the deletion period.

15

147. A method according to claim 146, further comprising:

deleting each of the products and services from the updated list subsequent to expiration of the holding period.

20

148. A method according to claim 145, further comprising:

processing an order containing the updated list of products and services selected for purchase, wherein the order is initiated via an on-line order form; and

sending an electronic notification subsequent to processing the order.

149. A method according to claim 148, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the products and services ordered, and a total sales price.

5

150. A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

10 establishing an interactive online registration process between the client browser system and the server computer so that a first individual may register with the marketing system;

providing a plurality of web files operatively coupled to a web site associated with the marketing system;

15 allowing access to a plurality of marketing system products and services to the registered individual via at least one of the plurality of web files; and

assigning a second individual who registers with the marketing system to the first individual.

20 151. A method according to claim 150, wherein in said assigning step the second individual is assigned to the first individual based on a geographic proximity of the first individual to the second individual.

152.   A method for granting access to a user to a first web page file comprising:

determining if the user has an authentication identifier;

directing the user to a marketing page web file if the user does not possess an

5   authentication identifier;

determining a participation level of the user if the user possesses an authentication

identifier;

granting access to the first web page file if the participation level of the user meets

a predetermined access level; and

10   directing the user to a second web page file if the participation level of the user

does not meet the predetermined access level.

153.   A method according to claim 152, wherein the second web page file

notifies the user that the participation level of the user does not meet the predetermined

15   access level for the first web page file.

154.   A method for facilitating electronic commerce transactions in a marketing

system through a network, the network comprising at least one server computer capable

of communicating with a browser system located at a remote client computer, the method

20   comprising:

establishing an interactive online registration process between the client browser

and the server computer so that an individual may register with the marketing system as a

Client, Member, or IBO, wherein the Client is not eligible to earn compensation and is

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eligible to purchase products at a Client price, wherein the Member is not eligible to earn

compensation and is eligible to purchase products at a Member price, and wherein the

IBO is eligible to earn compensation and is eligible to purchase products at an IBO price;

providing a plurality of web files operatively coupled to a web site associated with

5   the marketing system; and

allowing access to a plurality of marketing system products and services to the

registered Client, Member, or IBO via at least one of the plurality of web files.

155.   A method according to claim 154, further comprising:

10   allowing the registered Client, Member, or IBO to purchase products directly

from a marketing company associated with the marketing system.

156.   A method according to claim 155, further comprising:

compensating an IBO based on sales of marketing system products, the marketing

15   system products comprising products of the marketing company.